AMID ESCALATING PROSPECT OF COMMUNICATIONS LEGISLATION

They're trying to cool down Mount St. Hollings

Broadcasting Jun 23

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

ALREADY POPULAR AMONG WOMEN, THE DONAHUE SHOW HAS JUST WON OVER TWO MORE.

1980 Daytime Emmy Awards for Outstanding Talk, Service or Variety Series: Richard Mincer, Executive Producer, Patricia McMillen, Senior Producer, Darlene Hayes and Sheri Singer, Producers. Outstanding Host: Phil Donahue.

DONAHUE

multimedia

The Week in Brief

TOP OF THE WEEK

HOLLINGS BILL ABOUT READY ☐ The Senate will mark up the communications revamp legislation tomorrow. NAB objects to the elimination of signal carriage restrictions, wants time; NCTA and AT&T appear satisfied. **PAGE 21.**

PTAR HARVEST ☐ Broadcasters say that in the decade since the prime-time access rule was adopted, the time slot has generated profits and audiences. Syndicators want PTAR retained. **PAGE 22.**

MAGNUSON CHALLENGED ☐ Veteran broadcaster, Lloyd Cooney, declares Republican candidacy for Senate seat held by veteran Democrat. **PAGE 23.**

KALB TO NBC ☐ The veteran CBS News and diplomatic correspondent jumps network. Leonard's statement on Kalb's contractual demands is questioned. **PAGE 23.**

QUELLO OR WHO? ☐ The White House search team is making its final screening before it recommends a name for the FCC as Quello's term nears end. **PAGE 25.**

BUSINESS

VISITOR FROM THE NORTH ☐ Canadian Cablesystems Ltd., bidding to be the biggest cable operation in Canada and the U.S., is out to attract American investors. **PAGE 26.**

VALENTE OUT AT RCA ☐ The end comes after less than six months in the presidency. Griffiths creates an office of the chairman to run the company. **PAGE 28.**

M-E LOOKS AT '80 ☐ Agency's Coen predicts national TV expenditures will reach $6.4 billion, national radio, $980 million. **PAGE 28.**

MCI OVER AT&T ☐ Award of $1.8 billion in the antitrust suit is seen as a prelude to continued fights in higher courts. **PAGE 29.**

JOURNALISM

FIRST HURRAHS COMING ☐ The national networks move equipment and personnel into place to report the summer national political conventions. **PAGE 34.**

MEDIA

BIENVENUE IN MONTREAL ☐ The few pessimistic remarks by Canadian government spokesmen fail to lessen the euphoria of Broadcaster Promotion Association and Broadcast Designers Association delegates at their most successful seminar. **PAGE 38.** One highlight was the recognition of the best in promotion and design. **PAGE 40.**

PROGRAMING

NBC-TV PICKS UP STEAM ☐ The network moves into second place in ratings with its best showing in months. **PAGE 44.**

SUTTON APPOINTMENT ☐ NBC makes it official, a move that may lead to resignations of Biggers and Mohamad. **PAGE 47.**

LAW & REGULATION

CLEAN BILL ☐ The FCC staff finds the three commercial networks have no monopoly over broadcasting. The PTAR, syndication and financial interest rules are said to be regulatory failures. **PAGE 49.**

VAN DEERLIN GETS HIS BILL ☐ The House Communications Subcommittee approves a measure that will significantly affect the Communications Act and common carriers. **PAGE 50.**

PERTSCHUK EDICT STANDS ☐ The Supreme Court refuses to review the decision that FTC chairman was free to discuss his views on the children's TV inquiry. **PAGE 51.**

FACE-OFF ON CHILDREN'S TV ☐ Filing comments at FCC, broadcasters present a united front against the proposal to establish guidelines. **PAGE 52.**

TECHNOLOGY

HOME COMPUTERS ☐ An increasing number of companies are gearing to capitalize on consumer video applications. **PAGE 58.**

PROFILE

VISION BECAME REALITY ☐ A Korean War vet joined the CBS mailroom back in 1954 on a hunch that broadcasting offered a future to him. John McCrory further proved his intuition was right last March when he stepped into the presidency of Times Mirror Broadcasting. **PAGE 81.**

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of the AM spectrum travels to Geneva this week for the first of what will be several meetings with the International Telecommunication Union's International Frequency Registration Board. The U.S. will be represented by Wilson LaFollette, chief of the FCC Broadcast Bureau's engineering branch, and Steven D. Selwyn, of the international staff in the commission's Office of Science and Technology. Seven other countries are represented on the panel—Canada, Argentina, Brazil, Mexico, Cuba, Uruguay and Peru.

Among the principal projects on which the panel will advise the IFRB are the parallel studies it will make of the efficiency of 9 khz as opposed to 10 khz channel spacing. A decision on the controversial question of whether the existing 10 khz spacing should be reduced, as urged by the U.S., was deferred to the second session after the Region 2 member countries were unable to reach a consensus on the issue at the first session, in Buenos Aires last March (BROADCASTING, March 24).

The panel also will aid in establishing the data base—of existing and planned stations in the hemisphere—that the conference will use in drafting the AM spectrum-use plan.

The second session will be held in November 1981, but the site has not yet been determined.

Status report on home VTR make-up

RCA has increased its share of the home video recorder market in 16 major metropolitan areas to 34.9%, up from 25.1% a year earlier, while Sony's share, in first place a year ago with 28.7%, has dropped to a second-place 20.0%, according to surveys by Media Statistics Inc., Silver Spring, Md.

The surveys were conducted in January-March 1979 and 1980 (with an intervening one in August-December 1979). The latest was based on a sample of more than 20,000 TV homes, the research firm said, and found 365 home video recorder owners, or slightly fewer than 2%.

Panasonic remained in third place, but its share dropped to 9.0% from 14.1%, while Magnavox moved from fifth to fourth place, rising to 8.7% from 6.7%, according to Media Statistics. Zenith dropped from a fourth-place 8.9% to a fifth-place 7.4%, and Quasar climbed from 2.6% to 5.5%. Three companies were shown with 2.2% shares: Sanyo, JVC and Sears. General Electric's share was put at 2.1%, Curtis-Mathes's at 1.4% and Sharp's at 1.1%, while Sylvania, Toshiba, Philco and Hitachi were shown with less than 1% each.

The number of home recorders using the Beta format declined from 42.8% in the January-March 1979 study to 32.6% in the same period this year, while those with the VHS format increased to 67.4% from 57.2%.

The markets surveyed—as part of Media Statistics' Mediatrends radio audience surveys in these markets—were New York; Chicago; Los Angeles; Philadelphia; Atlanta; Boston; Cleveland; Dallas-Fort Worth; Denver; Boulder, Colo.; Detroit; Fresno, Calif.; Milwaukee; St. Louis, San Francisco, Washington and Houston.

FCC study plots use of TV spectrum

The FCC has completed a report on television channel utilization which shows by market, for commercial and noncommercial channels, the number of VHF and UHF channels licensed, the number for which construction permits have been granted, the number for which an application has been filed and the number of UHF channels allocated for television but not available until further FCC action.

The report lists television utilization in 609 markets. In the top 100 markets, the report shows a total of 265 VHF allocations and 333 UHF allocations on commercial channels. None of the VHF's is unoccupied; 86 of the UHF's are vacant.

In the top 100 markets 48 VHF channels and 175 UHF are allocated to noncommercial use. Of that total, one VHF noncommercial channel (in Salt Lake City/Ogden) is vacant. Seventy-five U's are still unoccupied.

The study also listed two commercial and two noncommercial VHF vacancies in markets 101-150. The commercial vacancies are in the Boise/Nampa, Idaho, market, the noncommercial vacancies are in Reno and Amarillo, Tex.

FCC's chart follows:

Use of television channels as of Dec. 31, 1979

Channel status	Market designations a/ 1-50		51-100		101-150		151-200		201-609		Total U.S. b/		Commonwealth and Possessions 610-626	
Commercial channels	V	U	V	U	V	U	V	U	V	U	V	U	V	U
Total allocated c/	157	190	108	143	112	95	65	78	136	142	578	648	12	23
Licensed d/	157	79	107	53	109	31	57	19	70	25	500	207	10	1
Construction permit e/	—	31	1	12	1	10	2	9	3	7	7	69	1	—
Application	—	48	—	24	—	11	2	3	8	20	10	106	—	
Vacant	—	32	—	54	2	43	4	47	55	90	61	266	1	22
Noncommercial channels														
Total allocated c/	31	99	17	76	21	56	15	46	52	293	136	570	6	8
Licensed d/	28	55	17	35	17	21	10	11	34	47	106	169	4	—
Construction permit e/	1	2	—	3	2	2	—	—	2	5	5	12	—	—
Application	1	2	—	3	—	3		2	1	5	2	15	—	—
Vacant	1	40	—	35	2	30	5	33	15	236	23	374	2	8

a/ The market designation are those used in the FCC industry market reports of television broadcast financial data. The markets numbered 1-212 are in approximate Arbitron rank by ADI television households, 1978. Additional markets numbered 213-609 are listed alphabetically by states; the markets in Alaska and Hawaii are included in this group. The markets in Guam, Puerto Rico and the Virgin Islands are numbered 610-626.

b/ Excludes 24 UHF channels assigned for land mobile use and not available until further FCC action.

c/ VHF and UHF channels allocated for commercial use but reserved or used for noncommercial use are included with noncommercial channels. UHF channels assigned for land mobile use and not available until further action by the commission are excluded.

d/ May include stations licensed but not on the air.

e/ May include stations not licensed but on the air with program test authority.

For the Record®

As compiled by BROADCASTING June 9 through June 13 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. **ALJ**—Administrative Law Judge. alt.—alternate. **ann.**—announced. ant.—antenna. aur.—aural. aux.—**auxiliary**. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. **ERP**—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Homer, Alaska—Peninsula Communications Inc. seeks 620 khz, 5 kw-U. Address: Diamond Ridge Rd., Homer 99603. Estimated construction costs: $40,950; first year operating cost: $6,000; revenue: $78,000. Format: Beautiful music. Principals: David F. Becker and wife, Eileen (48.2% each) and two others. They own KGTL(FM) Homer. Becker is chief engineer at KGTL Homer, and with Eileen, owns Heady Hotel, Homer. Peninsula has filed for FM translator on 102.3 mhz. Ann. Mar. 28.

■ Raleigh, N.C.—Capital Area Broadcasting Co. seeks 570 khz, 500 w-D. Address: 819 Hadley Rd., Raleigh 27610. Estimated construction costs: $20,500; first quarter operating cost: $37,395; revenue: $216,000. Format: Black. Principals: Paul C. Engram Jr. (40%), Dorothy Allen, Leroy Ellis and Carlton Fellers (20% each). Engram is president and 50% owner of Raleigh public relations and advertising co. Allen is executive director of Raleigh community action agency. Fellers is Raleigh attorney. Ellis is employed with U.S. Postal Service. They have no other broadcast interests. Ann. May 23.

■ Raleigh, N.C.—Interstate Broadcasting System Inc. seeks 570 khz, 500 w-D. Address: PO 543 Raleigh 27611. Estimated construction costs: leased; first-quarter operating cost: $54,900; revenue: $465,000. Format: RB/Jazz/Gospel. Principals: Samuel Tate, president of applicant and Charles Gabriel (26% each) and six others (8% each). Tate is director of Continuing Education Dept., Catawba Valley Technical College, Hickory, N.C. Gabriel owns chemical and industrial research firm, Newton, N.C. Tate has 26% interest in applicant for new AM in Blowing Rock, N.C. Gabriel has no other broadcast interests. Applicant intends to lease facilities used by former licensee of WLLE(AM) Raleigh (license revoked). Ann. May 23.

■ Raleigh, N.C.—Special Markets Media Inc. seeks 570 khz, 500 w-D. Address: 2403 Brenda Dr., Raleigh 27610. Estimated construction costs: $42,000; first quarter operating cost: $37,500; revenue: $65,100. Format: RB/Gospel. Principals: Prentice J. Monroe (75%) and husband, Henry (25%). Prentice is office manager of *The Carolinian*, black weekly newspaper, Raleigh. Henry is sales and special markets representative for Capital Coca-Cola Bottling Co., Raleigh. They have no other broadcast interests. Ann. May 23.

FM applications

■ Fairbanks, Alaska—Northern Television Inc. seeks 102.5 mhz, 3.1 kw, HAAT: 10 ft. Address: PO 2200 Anchorage, Alaska 99510. Estimated construction cost: $6,200; first-quarter operating cost: $11,250; revenue: $60,000. Format: Beautiful. Principals: A.G. Hiebert, president (42.265%) and 40 others. Northern Television seeks waiver of one-to-a-market rule regarding instant application. It is licensee of KBYR(AM)-KNIK(FM)-KTVA(TV) Anchorage and KFRB(FM)-KTVF(TV) Fairbanks, Alaska. It is also operating, under special temporary authorization, 50 kw AM in Valdez, Alaska. They also operate translators, three "mini-TV" stations and one low-power FM on Alaska's North Slope. Ann. June 5.

■ Ft. Walton Beach, Fla.—SJK Inc. seeks 96.5 mhz, 100 kw, HAAT: 576 ft. Address: 2218 DeRussey Rd. S.E., Huntsville, Ala. 35801. Estimated construction cost: $301,600; first year operating cost: $75,000; revenue: $300,000. Format: Contemporary. Applicant is resubmitting its application—which was returned as unacceptable for filing by Broadcast Bureau on Mar. 25—along with petition for reconsideration. Original ant. site would have been short spaced by 5 miles with ant. site of WOWW(FM) Pensacola, Fla. Principal owner is M. Davidson Smith III who is president and principal owner of WAAY(AM) Huntsville, Ala., and WUNE(AM) Ft. Walton Beach. Ann. June 5.

■ Lewiston, Idaho—KRLC Inc. seeks 106.9 mhz, 99 kw, HAAT: 1,230 ft. Address: 8th and Stewart Box 287 Lewiston, Idaho. Estimated construction cost: $167,800; first-quarter operating cost: $24,759; revenue: $30,000. Format: Contemporary. Principal: Douglas A. MacKelvie (99.99%) and wife Betty (.01%). They own KRLC(AM) Lewiston. Ann. June 2.

■ Metropolis, Ill.—Fort Massac Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT: 190 ft.* Address: Rt. 3 Metropolis, 62960. Estimated construction cost: $58,200; first year operating cost: $29,000; revenue: $50,000. Format: Beautiful music. Principals: Kathryn Eickholtz, Virgil Smith, Tom Pullen, Wistena Humma, John Lurie, Velma Park, Billie Jo Paris and Don Medley (11.11% each) and Robert Chase and brother, Ralph (5.55% each). Eickholtz owns townhouse apartments and 50% of car dealership, both Metropolis. Smith is director of bank in Metropolis. Pullen is Metropolis banker and Brownfield, Ill., farm owner. Humma is housewife. Lurie is Metropolis medical student interning in Florida. Park is Metropolis housewife. Paris is Metropolis accountant. Medley is president of Harrisburg, Ill., hardware store. Robert Chase is Metropolis chief judge and Ralph Chase is Louisville, Ky., stock broker. Applicant is licensee of WMOK(AM) Metropolis. Ann. June 2.

■ Tallulah, La.—SCO-KIM Inc. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: PO 1112 Tallulah 71287. Estimated construction cost: $37,800; first-quarter operating cost: $2,535; revenue: $40,280. Format: Pop-CW. Principal: Chris C. Kimbell, Jr. and wife Valerie (100% jointly). They own and operate KTLD(AM) Tullulah. Ann. June 5.

■ *St. Peter, Minn.—Minnesota Public Radio seeks 90.5 mhz, 100 kw, HAAT: 680 ft. Address: 400 Sibley St., St. Paul, Minn. 55101. Estimated construction cost: $303,500; first year operating cost: $104,700; revenue: $303,500. Format: Educational. Principal: Non-profit corporation, which operates educational network of radio stations. William H. Kling is president. It is licensee of KSJR(FM) Collegeville; KSJN-AM-FM Minneapolis/St. Paul; WSCD(FM) Duluth; KRSW(FM) Worthington/Marshall; KLSE(FM) Rushford, all Minnesota; and KLCD(FM) Decorah, Iowa. Ann. June 2.

■ Haskell, Tex.—Rolling Plains Broadcasting Corp. seeks 95.5 mhz, 100 kw, HAAT: 529 ft. Address: 1102 N. Ave. G Haskell 79521. Estimated construction cost: $191,643; first-quarter operating cost: $19,000; revenue: $144,000. Format: CW. Principals: Kenneth Lane and wife, Nelda (50% each). Ken is Haskell farm owner. Nelda is housewife. They have no other broadcast interests. Ann. May 29.

■ Laramie, Wyo.—Wyoming Ninety-Five seeks 95.1 mhz, 100 kw, HAAT: 1,231 ft. Address: PO 27322 Los Angeles 90027. Estimated construction cost: $74,800; first quarter operating cost: $16,700; revenue: $8,200. Format: Contemporary. Principals: Arthur James and Steven Fuss (50% each). James is president and principal owner of TV game show production co., Los Angeles. Fuss is marketing and purchasing consultant in Los Angeles. He is applicant for new FM's in Taft and Weed, Calif. Ann. May 29.

■ Powell, Wyo.—Camdeck Corp. seeks 92.9 mhz, 100 kw, HAAT: 1857 ft. Address: PO 100 Jackson, Wyo. 83001. Estimated construction cost: $126,275; first-quarter operating cost: $28,350; revenue: $167,400. Format: Variety. Principals: Robert Campbell and wife, Maria (25.5% each), Don B. Decker and wife, Nancy (24.5% each). Campbells own KSGT(AM) Jackson and 65% of KMER(AM) Kemmerer, both Wyoming. Deckers own remaining 35% of KMER. Four also own property management co. in Kemmerer. Ann. May 29.

■ Powell, Wyo.—Jack H. Jenson seeks 92.9 mhz, 100 kw, HAAT: 1,657 ft. Address: PO 3788 Butte, Mont. 59701. Estimated construction cost: $79,000; first year operating cost: $30,000; revenue: $120,000. Format: Rock. Principal: Jenson is general manager and 50% owner of KQUY-FM Butte. Ann. May 29.

TV application

■ *Fairfax, Va.—Central Virginia Educational Television Corp. seeks ch. 56; ERP 1045 kw vis., 104.7 kw aur., HAAT: 727 ft.; ant. height above ground: 689 ft.

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization. **Includes off-air licenses.